

Sponsorship Opportunities

The 24th Annual Quest for Excellence® Conference

Official Conference of the Malcolm Baldrige National Quality Award

April 16-18, 2012
Marriott Wardman Park Hotel
Washington, DC



For more information contact:
301.975.6323 | 301.975.2555
baldrige@nist.gov

Sponsorship Level Opportunities

The Quest for Excellence® is the leading conference to learn best practices in performance excellence from Malcolm Baldrige National Quality Award recipients. As many as 1,000 attendees will convene April 16-18, 2012 in Washington, DC to learn from, to engage with, and to be inspired by Baldrige Award winners. Our attendees—CEOs, senior managers, executives, directors, heads of operating units, or quality/performance improvement leaders/practitioners—represent the business, education, government, health care, and nonprofit sectors. Regardless of their affiliations, all of our attendees have demonstrated their interests in organizational improvement and personal learning.

Your sponsorship of the Quest for Excellence can enhance the conference significantly for the participants, as well as for your organization. You can choose from any number of these individual sponsorship opportunities shown below. Please select one or several that match your marketing approach and budget. **At the Platinum, Gold, and Silver levels, some flexibility in options is available to you to best meet your needs.** For additional information and questions, please contact the Baldrige staff at (301) 975-6323 or 975-2555. To order your sponsorship selections, please refer to the sponsorship order form.

All sponsorships come with acknowledgement on the Quest conference Web site, in the conference literature, and a variety of verbal announcements plus acknowledgement on slides prior to plenary sessions. \$10,000 or higher level sponsorships include exhibit space and the additional benefits listed below.

PLATINUM | \$30,000

- Full page ad in Conference Program
- Recognition as sponsor on Quest for Excellence promotional material and in conference e-mail marketing
- Recognition as sponsor on Conference Web site for 2012 with a link to your organization's Web site
- Recognition during Plenary Session
- Opportunity to send one employee to Baldrige training at NIST
- 10' x 20' exhibit space (value \$5000)
- Four full conference registrations (value \$4400)
- Reserved table for a breakfast or lunch of your choice to meet with attendees
- Pre- and Post-Conference attendee list

GOLD | \$20,000

- Full page ad in Conference Program
- Recognition as sponsor on Conference Web site for 2012 with a link to your organization's Web site
- Recognition during Plenary session
- One 10 x 10 exhibit booth space (value \$2500)
- Three conference registrations (value \$3300)
- Opportunity to sponsor a refreshment break of your choice
- Recognition in conference e-mail marketing – your organization's name prominently mentioned
- Pre- and Post-Conference attendee list

SILVER | \$10,000

- Half page ad in Conference Program
- Recognition as sponsor on Conference Web site for 2012 with a link to your organization's Web site
- One 10 x 10 exhibit booth space (value \$2500)
- Two conference registrations (value \$2200)
- Opportunity to sponsor ice cream sundae bar for one day of the conference
- Recognition in conference e-mail marketing – your organization's name prominently mentioned
- Pre- and Post-Conference attendee list



Additional Sponsorship Opportunities

Examiner Recognition Reception | \$7,500 exclusive

An opportunity to honor the National Board of Examiners, each of whom gives a minimum of 150 hours of volunteer time to evaluate the Baldrige Award applications of organizations striving to serve as role models. The results of these examiners' hard work helps America improve and become more competitive.

Conference Wi-Fi | \$8,000

Sponsor's name will appear on the wireless network ID visible from any wireless device within the meeting space. The sponsor's logo will be featured prominently on the log-in page, when attendees log on to the wireless network.

Hotel Key Card | \$5,000 + cost of cards

Sponsor has the opportunity to print their corporate logo and message on the front of the electronic room keys. It is the sponsor's responsibility to work with the hotel's selected vendor for key card production. Costs associated with production are the responsibility of the sponsor.

Conference Tote Bag | \$2,500 + cost of bags (including BPEP logo on one side)

Sponsor will provide 1,000 bags to be handed out to each registered attendee. The bag will carry the sponsor's company branding and the Quest for Excellence Conference information. Production of the bags is the responsibility of the sponsor.

Badge Lanyard | \$2,500 + cost of lanyard

Sponsor will provide 1,000 branded lanyards to hold attendee badges. Lanyard will be handed out to each attendee. Production of the lanyards is the responsibility of the sponsor. Lanyard design subject to approval.

Badge Holder | \$2,500 + cost of holder

Sponsor will provide 1,000 branded holders to hold attendee badges. Holder will be handed out to each attendee. Production of the holders is the responsibility of the sponsor. Badge holder design subject to approval.

Water bottles | \$2,500 + plus cost of bottles (including BPEP logo on one side)

Sponsor will provide 1,000 water bottles. Production of the water bottles is the responsibility of the sponsor. Water bottle design subject to approval.

For the following sponsorship opportunities, recognition and exposure are provided through signage at the Conference and acknowledgement in the Conference Program and on the Conference Web site.

Breakfasts and Luncheons

\$5,000 per meal (non-exclusive) | \$30,000 exclusive

Breaks

\$2,000 per break (non-exclusive) | \$10,000 exclusive

Conference Program

\$10,000 full page ad | \$5,000 half page ad | \$2,500 ¼ page ad | \$1,000 business card ad

Ice Cream Sundae Bar

\$1,000 (1 available) per day

Premium Coffee Bar

\$1,000 (up to 3 available) per day

**Please note that sponsors are responsible for providing their own signage and for providing their logo to the Baldrige Program for placement on the Baldrige Web site and conference materials.*

IMPORTANT DEADLINES

Sponsorship Selection

February 22, 2012

Organizational Listing, Logo, & Web site URL

Immediately upon purchase of sponsorship

Exhibit Booth option with Sponsorship Package

Immediately upon purchase of sponsorship

Participant at Baldrige training

February 22, 2012

Program Ad

March 2, 2012

Sponsorship Opportunities Form

The 24th Annual Quest for Excellence® Conference

Official Conference of the Malcolm Baldrige National Quality Award

April 16-18, 2012 | Marriott Wardman Park Hotel | Washington, DC

Payment Information

Sharon Halsey

Silver Crescent Foundation | Quest Sponsorships | 590 Ready Pond Road | Batesburg, SC 29006

Phone: 803-657-6183 | Fax: 803-657-8711 | E-mail: Sharon@silvercrescent.org

Company/Organization Information (please print)

Company/Organization Name (as you would like it listed)

Contact Person _____ Authorized Signature _____

Street Address: _____

City, State, Zip/Postal Code _____

Telephone _____ Fax _____

E-mail Address _____ Company/Org. Web site _____

Sponsorship Level Opportunities

☐ **Platinum** \$30,000

☐ **Gold** \$20,000

☐ **Silver** \$10,000

(If you select a package with an exhibit booth included, we will need to know as soon as possible for planning purposes).

Additional Sponsorship Opportunities

☐ **Examiner Recognition Reception**
\$7,500 exclusive

☐ **Conference Wi-Fi** \$8,000

☐ **Hotel Key Card** \$5,000⁺

☐ **Conference Tote Bag** \$2,500⁺

☐ **Badge Lanyard** \$2,500⁺

☐ **Badge Holder** \$2,500⁺

☐ **Water bottles** \$2,500⁺

☐ **Ice Cream Sundae Bar** \$1,000

☐ **Premium Coffee Bar** \$1,000

Breakfasts and Luncheons

☐ \$5,000 per meal (non-exclusive)

☐ \$30,000 exclusive

Breaks

☐ \$2,000 per break (non-exclusive)

☐ \$10,000 exclusive

Conference Program Ad

☐ \$10,000 full page

☐ \$5,000 half page

☐ \$2,500 ¼ page

☐ \$1,000 business card ad

⁺Plus item cost

Payment Information

Total Sponsorship Amount (US Funds) \$ _____ ☐ Check Enclosed (Payable to Silver Crescent Foundation)

Credit Card # _____ Expiration Date _____ Amount \$ _____

Card Holder Name _____ Cardholder Signature _____

Terms and Conditions

1. All sponsors must submit an application provided by the Silver Crescent Foundation and executed by an authorized individual who has the authority to act for the applicant. The Silver Crescent Foundation reserves the right to determine the eligibility of any company/organization and reserves the right to reject any application for any reason.
2. Every effort will be made by the Silver Crescent Foundation to assign sponsorships according to the order in which applications are received. If the applied sponsorships are not available you may still select another option.
3. A deposit equal to 50% of the sponsorship will be due within 10 days of the application. The balance is due no later than March 15, 2012. Applications received after March 15 will require full payment.
4. Cancellations after March 25, 2012 are subject to a 50% administration fee. There are no cancellations or refunds after March 31, 2012.